

**MAPLE GROVE TRANSIT COMMISSION**  
**City of Maple Grove**  
**Meeting of May 26, 2015**

**MINUTES**

**Members Present:** Terry Coss, Mandy Knudsen, and Matt Nelson.

**Members Absent:** Mark Davison and Teri Anderson.

**Also Present:** Mike Opatz-City of Maple Grove, Bill Patten - Midwest Paratransit, and Jay Kluge-Metro Transit.

**Call to Order**

Transit Commission Chair Terry Coss called the meeting to order at 6:32 p.m.

**Oath of Office**

Matt Nelson took the oath of office as the new member representing the Route for a term to expire 12/31/2016.

**Approve Minutes**

Terry Coss called for a motion to approve the meeting minutes from March 31, 2015. The motion was made and seconded, and the minutes were approved.

**Discussion of Routes and Statistics**

Opatz reviewed the monthly ridership summaries for March and April 2015 plus the daily ridership sheet for April 2015. Matt asked for an electronic copy of the daily ridership spreadsheet, so he could see how the pivot table is set-up.

The Commissioners had the following reports:

- Teri Anderson – Absent.
- Mark Davison – Absent.
- Mandy Knudsen – Route 780 service is going well and no issue to report.
- Terry Coss – Route 783 is also going very well. However, he is hearing that roundabouts may be back as an option for Weaver Lake Road. Mike Opatz stated he would look into.
- Matt Nelson – Been using a variety of trips and noticing that most are near capacity, but overall not issue to report.

## **Review of Bus Advertising**

Opatz stated that the City negotiated a trial agreement to allow one its coach buses to have its exterior completely wrapped with an advertisement. The agreement is with All Over Media and the ad client is Twin City Orthopedics. It is a 13-week ad starting April 8, 2015.

The Transit Commission discussed early impressions of the ad arrangement and any issues that may have arisen. No issue were reported. The Transit Commission discussed the subject of interior bus advertising as well. Opatz stated that Metro Transit's advertising firm, Titan Advertising, has informed the City that they will no longer provide for free the bus information cards that are currently in Maple Grove buses.

The Transit Commission directed Opatz to explore releasing an RFP seeking proposal for up to two exterior wrap ads for coach buses and some interior bus advertising on the articulated and 40-foot buses. This is the best way to ensure that the City is maximizing the revenue potential versus seeking an exclusive arrangement without an RFP.

## **July 3 Service Reduction**

Opatz reviewed the rider flyer for the July 3 service levels. Service will be reduced due to the 3-day holiday weekend. Only the Route 781 will service.

## **Wells Fargo Employee Relocation**

The Transit Commission had a preliminary discussion about Wells Fargo moving a number of employees from their current downtown location out to a new tower next to the future Minnesota Vikings stadium. Many challenges exist to change routes or add new service to accommodate this location. The most feasible option will likely be a transfer to the METRO green line. Per Metro Transit, there were a total of 247 Wells Fargo Metro Passes that tagged onto Maple Grove buses in the first 4 months of this year, with an average of 191 unique cards per month. They accounted for 18,864 rides – 7% of the 269,278 Maple Grove rides for this period. There was an average of 222 rides per weekday, which would imply 111 round trip riders every weekday. Almost half of the rides were on route 781, and route 785 had nearly a third. Also, most riders (141 of the 247) used more than 1 bus route over the 4 month period. The Transit Commission agreed to monitor the situation.

## **Miscellaneous Update**

Opatz gave brief updates on the following topics:

- Articulated bus procurement
- June 8 service changes
- Road constructions / detours
- Contract extension with Metro Transit
- Maintenance and repairs at transit facilities

- Legislative Update

**Adjourn / Next Meeting**

- Next Scheduled Regular Meeting: *July 28, 2015 (Tentative)*
- Being no other business, the meeting was adjourned at 7:55 p.m.
- Minutes submitted by Mike Opatz, Transit Administrator.